



ANNUAL REPORT



Founded by
Qatar Foundation

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QATAR CAREER DEVELOPMENT CENTER ANNUAL REPORT 2024
TOWARDS FUTURE HORIZONS EMBRACING SUCCESS

TABLE OF CONTENTS

ABOUT QATAR CAREER DEVELOPMENT CENTER	05
2024 ACHIEVEMENTS	11
QCDC IN THE NEWS	13
CAREER PROGRAMS AND INITIATIVES	17
STUDENTS AND PARENTS	18
CAREER PRACTITIONERS	41
CAREER AWARENESS AND KNOWLEDGE CREATION	47
CONFERENCES AND INTERNATIONAL PARTICIPATIONS	53
COMMUNITY ENGAGEMENT AND OUTREACH	61
PARTNERSHIPS	65
TESTIMONIALS	73
PARTNERS OF THE YEAR	75



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ABOUT QATAR CAREER DEVELOPMENT CENTER

Qatar Career Development Center (QCDC), founded by Qatar Foundation (QF), aims to help the youth, particularly but not limited to students across all tracks and stages of Qatar's education system, including youth with special needs, to identify and fulfill their education and career goals. QCDC offers high-quality bespoke career development programs, services, and activities. The center's offerings are designed to mobilize, educate, and support the youth on how to best make and implement sound career decisions and plans. It also guides them towards growth, professional development, and achieving their life goals in ways that best contribute to Qatar's development and prosperity.

In addition to youth, QCDC targets a diverse group of individual and organizational stakeholders collectively called youth influencers. This group primarily includes career practitioners, human capital professionals, academic advisors and administrators, parents, and policymakers. The Center engages them in various initiatives, projects, and programs the purpose of which is to educate, empower, and support them in relation to their vital role as shapers and definers of the youth's future.

QCDC pursues achieving the subsequent two-fold strategic purpose:

- Making career guidance, and more comprehensively career development, an integral component of Qatar's national-level strategic development process.
- Instilling a career-driven mindset in the community, specifically in Qatar's youth and key youth influencers.

As such, QCDC strives to deliver the following:

1. Pertinent career development data and insights spanning multiple areas of relevance, mostly education, training, and labor market, through:
 - a) Evidence-based research efforts.



2. Methodical career training, development, advising, counseling, and planning platforms, avenues, and services, offered to different target groups and stakeholders, including:
 - a) The youth, students from pre-k age to university graduates, including students with special needs.
 - b) Various youth influencers segments, such as career practitioners, policymakers/regulators, HC professionals, parents, teachers, researchers, and education administrators.
 - b) Academic and professional cooperation and knowledge exchange platforms.
 - c) Diverse types and forms of content generation and publication.

3. Offering highly educating and engaging outreach activities and events intended to spread career awareness and build interest, such as:
 - a) Career fairs and exhibitions.
 - b) Edutainment centers.
 - c) Webinars and electronic resources.
 - d) Awards and competitions.
 - e) Specialized professional bodies and platforms.
 - f) Media campaigns.
 - c) Governmental and private, local, and international, profit and non-profit organizations.

As stated above, QCDC's efforts demonstrate its strong alignment with QF's aspiration to unlock human potential by providing quality education and diversified human capital investment. QCDC supports QF's goal of empowering and supporting young people from their first day of school all the way up to their postgraduate studies and beyond. QCDC also contributes to QF's objective of achieving social and economic prosperity by building stronger communities through lifelong learning.

VISION

We envision a future where Qatar's human capital shines as a beacon of excellence, fueled in part by our unwavering dedication to career development.

MISSION

We are dedicated to empowering youth to achieve their education and career aspirations; we provide tailored programs and services to guide them in making informed academic and career decisions, fostering professional growth, and realizing their life goals for the betterment of Qatar. Additionally, we engage influencers such as career practitioners, educators, parents, and policymakers, to equip them with the tools and knowledge needed to support and shape the future of youth.



WHAT WE DO, FOR WHOM & HOW

- Cultivate and refine a robust national career development ecosystem in Qatar, fostering continuous growth and adaptation.
- Empower youth and their influencers with essential career management skills and knowledge, nurturing informed decision-making and lifelong success.



OUR VALUES

- Visionary Leadership – Highlights clear, forward-thinking leadership.
- Integrity & Responsibility – Emphasizes ethics and social responsibility.
- Growth & Excellence – Focuses on improvement and high standards.
- Innovation & Initiative – Accentuates creativity and proactive action.
- Collaboration & Teamwork – Underscores team spirit and cooperation.
- Positive Work Environment – Promotes a healthy and supportive workplace.

OUR AUDIENCE

- Pre-university students.
- Undergraduate students and fresh graduates.
- Parents.
- Academic advisors and professional counselors.
- Human capital specialists and practitioners.
- Career guidance academics and researchers.

OUR PARTNERS

- Ministries and governmental entities.
- Academic, research and educational organizations.
- Public and private sectors.
- NGOs/NPOs.
- Specialized professional organizations and associations.
- Media and opinion leaders.



2024 ACHIEVEMENTS



Overall satisfaction rate.

95%



Career Guide 14 readership.

64,000



Ad-hoc articles and feature stories.

18



All content.

46 News Pieces uploaded to the website.
31 Articles of different categories.
15 Content pieces.



Number of students who benefited from our programs and services.

187,171



Website visitors.

176,273



Total number of career programs and initiatives.

22



Number of career counselors and advisors who benefited from all programs.

390



Number of career counselors and advisors who benefited from Career Counselors Hub 2024.

300



Social media impressions and engagement.

Engagement: **141,080**
 Impressions: **23,092,306**



Monetary advertising value.

Total: **10,812,570 QAR**

Press: **8,166,303 QAR**
51 News pieces
 Broadcast: **2,646,267 QAR**
86 Interviews

QCDC IN THE NEWS



QCDC is actively raising awareness and shaping conversations around career development through press pieces and broadcast appearances. Our efforts have garnered a total free media advertisement value of **10,812,570 QAR**, demonstrating the extent of our impact.

In press, we achieved a value of **8,166,303 QAR** across **51** pieces, including press releases, op-eds, and features. While on broadcast, we secured a value of **2,646,267 QAR** through **86** interviews.

This extensive reach reflects our commitment to consistently engage with the media to highlight the importance of career guidance and development as part of our knowledge creation and dissemination efforts and to highlight our role in empowering individuals to successfully navigate their career paths.

QCDC, Renad Academy in pact to expand 'WeGrow' following successful pilot

Strategic partnership to provide career development for students with learning difficulties



TRIBUNE NEWS NETWORK DOHA

QATAR Career Development Center (QCDC), founded by Qatar Foundation (QF), and Renad Academy, a member of QF, have signed a memorandum of understanding (MoU) to expand the successful pilot phase of the 'WeGrow' programme into a mainstay collaborative programme between the two organisations.

Originally launched as a pilot, the 'WeGrow' programme is designed to enhance the employability and career prospects of students with learning difficulties, particularly students with autism from Renad Academy.

The programme provides tailored support, skill development training and hands-on opportunities to enable students to enter the workforce successfully.

Abdulla Al Mansoori, director of QCDC, and Matthew Campion, director of Renad Academy, officially signed the MoU in the presence of esteemed Academy board members, headed by Abeer M. Al Khalifa, president of Pre-University Education (PUE); Prof. Muhammad Waqar Azem, Board Chairman; Mark David Hughes, executive director of Special Schools and SEN Ser-

VICES at PUE, alongside other distinguished board members. Their presence underscored the significance of the collaborative efforts between QCDC and Renad Academy in advancing the 'WeGrow' programme and exemplified their dedication to promoting inclusivity and empowering individuals with learning difficulties in Qatar's workforce.

Mansoori expressed his enthusiasm about the MoU, stating, "The success of the pilot phase of the 'WeGrow' programme has demonstrated the positive impact it can have on students with learning difficulties."

"This MoU marks the beginning of a new chapter and a step forward. By working together with Renad Academy and our strategic partners, we can expand the programme's reach and impact, empower more students, and make a real difference in their lives, opening doors to new opportunities and pathways to success."

On his part, Campion also expressed his delight with the successful pilot of the 'WeGrow' programme, stating, "We greatly appreciate our collaboration with and support from QCDC and the signing of the MoU will ensure that all students will have the opportunity in the future to engage in meaningful work-based placements and experiences."

"One of the most significant outcomes of the pilot programme was that the approach was personalized for each student. This ensured that their areas of interest and strength were fully accounted for. We are excited about the next steps and further expansion of the programme."

The expanded 'WeGrow' programme will continue to focus on its key objectives, including providing students with a comprehensive skill set, raising awareness about the capabilities of individuals with learning difficulties, helping students identify suitable career paths, and creating partnerships to support students in their career development journeys.

The signing of the MoU signifies a major milestone in QCDC's efforts toward empowering people with learning difficulties to transition successfully from education to the labour market and integrate in the general workforce as mandated by Law No 2 of 2004 in respect of People with Special Needs. It also underscores the shared commitment of both QCDC and Renad Academy to supporting students with learning difficulties and fostering inclusive cultures and practices in the Qatari workforce.



UN House Qatar hosts QCDC Little Employee's int'l debut

TRIBUNE NEWS NETWORK DOHA

QATAR Career Development Center (QCDC), founded by Qatar Foundation (QF), organised a special edition of its 'Little Employee' initiative in collaboration with the United Nations (UN) House Qatar.

The event brought together staff from various Qatar-based UN agencies, including the ILO, UNESCO, UNWFP, UNICEF, OHCHR, UNHCR, UNODC, UNOCT, OCHA, CAC, and WHO, along with their children, for a unique day of interactive learning and career exploration.

This edition of the initiative saw the participation of 30 children, who engaged in workshops, interactive activities, and friendly competitions designed to spark curiosity and provide real-world career insights.

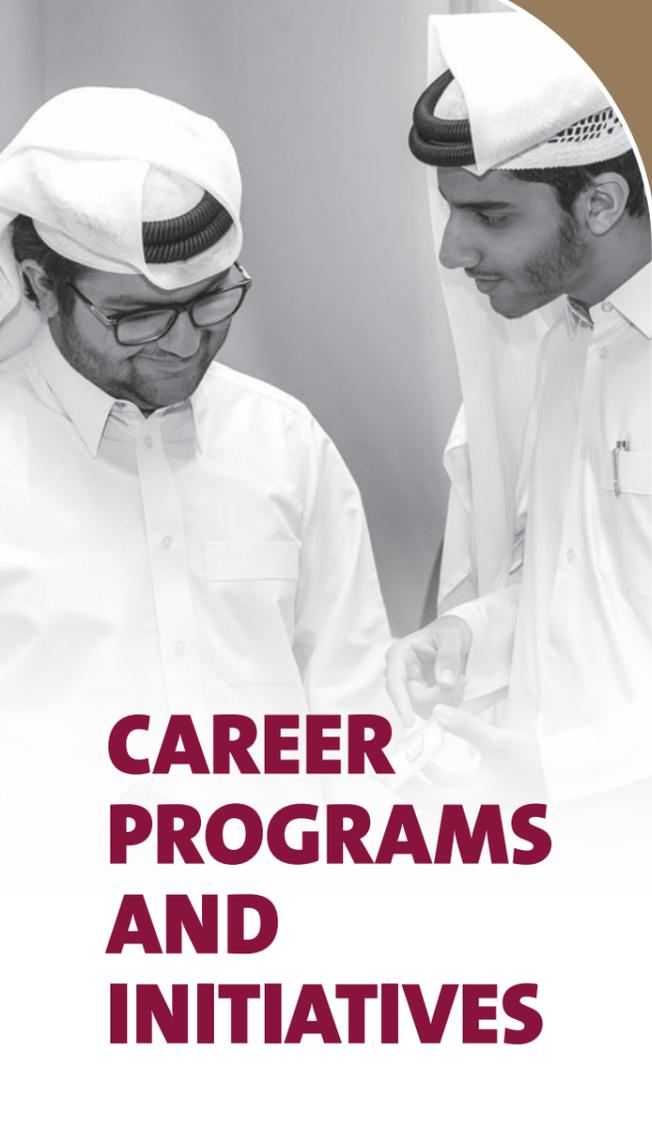
The 'Little Employee' initiative offered hands-on experiences that showcased the meaningful work of international organisations, introducing children to global career pathways while emphasising the importance of humanitarian work and international cooperation.

Saad Abdulla Al Kharji, acting director of QCDC, commended this collaboration

stating, "We are excited to see the 'Little Employee' initiative reach an international audience through our collaboration with UN House Qatar. This partnership with esteemed UN agencies underscores our commitment to fostering early career awareness both in Qatar and beyond. It also reflects the UN's support for these vital efforts. I extend my heartfelt appreciation to all partners involved in empowering the next generation."

In addition to this international debut, the 'Little Employee' initiative has already made a significant impact locally, with over 500 children participating in its fourth edition since its launch in May 2024.

This initiative has seen strong involvement from various sectors, including the Ministry of Education and Higher Education (MoEHE), the Ministry of Culture (MoC), the Ministry of Sports and Youth (MoSY), QatarEnergy, Qatar Airways, Nakilat among others, including private sector and non-profit organisations.



CAREER PROGRAMS AND INITIATIVES



STUDENTS AND PARENTS

EMPOWERING YOUTH AND SHAPING FUTURES

QCDC's strategic mission intersects with its commitment to students and parents, recognizing their pivotal roles in shaping Qatar's future. Students represent the nation's next generation of leaders, innovators, and professionals, making it essential to equip them with the skills, knowledge, and guidance necessary to flourish throughout their academic and career journeys. Similarly, parents serve as primary influencers in their children's decision-making processes, offering crucial support and guidance.

By engaging both groups, QCDC ensures a holistic approach to career development, fostering informed decision-making and promoting lifelong learning. This aligns with Qatar's Third National Development Strategy 2024-2030 and supports building a skilled and future-ready workforce.



GET READY

In February 2024, QCDC and the Ministry of Sports and Youth (MSY) launched the second edition of Get Ready, a transformative program aimed at providing high school students with comprehensive academic and career guidance. Held over a week at Multaqa in Education City, the program featured interactive workshops led by experts from MSY's Youth Development and Affairs Departments and QCDC experts.

The program covered essential areas such as resume writing, understanding work values, networking skills, and utilizing artificial intelligence tools for academic and career development. Participants also benefited from personalized consultations led by a roster of experienced counselors.

By equipping students with the skills and knowledge to make informed academic choices and prepare for future careers, Get Ready supports Qatar's vision of fostering a globally competitive education system and advancing sustainable development goals.



SELF-MANAGEMENT AND CAREER EXPLORATION PROGRAM

In 2024, QCDC launched the Self-management and Career Exploration Program in collaboration with the General Authority for Minors Affairs. This program is designed to equip students with special needs under the authority's care with essential skills for career development, ensuring inclusivity and accessibility in career development for all students. Through interactive sessions, students engaged in practical activities that facilitate understanding and application of the content. The program's structure allowed each

unit to build on the previous one, ensuring a comprehensive learning experience.

The program included eight units: self-awareness, career exploration, goal setting, effective communication and networking, resume writing, job interviews, job search, and skill development. Each session was accompanied by presentations, discussions, and group activities, providing students with the tools they need to manage their careers and maintain lifelong learning.

WEGROW

In 2024, QCDC launched the first edition of the 'WeGrow' program in collaboration with Renad Academy, member of Qatar Foundation. The program aims to enhance the employability and career prospects of students with learning difficulties, particularly students with autism from Renad Academy. It seeks to address the unique challenges these students face by providing tailored support, skill development training, and opportunities to successfully enter the workforce.

The pilot phase of 'WeGrow' involved collaboration with "Meeza," Qatar Foundation's Information Technology Department, Khulud Pharmacy, and Flat White Specialty Coffee at Multaqa (Education City Student Center). This collaboration provided students with valuable hands-on experience in diverse work environments, preparing them for future employment.





EMPOWERABILITY

The 'EmpowerAbility' program, organized by QDC, successfully engaged over 30 participants with disabilities and learning difficulties, collaborating with more than 15 esteemed partners including the Ministry of Labor, Ministry of Sports and Youth, Qatar Foundation, Qatar University, Qatar Chamber, Qatar Society for Rehabilitation of Special Needs, the Young Entrepreneurs Club, Qatari Women's Association for Economic and Investment Awareness, the Dana Center for Girls, 3-2-1 Qatar Olympic and Sports Museum, and Qatar Manpower Solutions Company 'Jusour.'

The program aimed to empower these individuals by enhancing their employability skills and promoting inclusivity within the workforce and professional environments. Through a series of inclusive career development interventions, interactive workshops, and engaging activities, 'EmpowerAbility' provided a platform for participants to gain practical experience and build confidence in their abilities. The overarching goal of this program is to seamlessly integrate individuals with learning difficulties into Qatar's social and economic fabric, challenge societal perceptions, and redirect collective thinking toward recognizing their true potential and importance in enriching the labor market and achieving the state's sustainable development goals.

The program featured two distinct tracks: the National Days and the Entrepreneurship tracks. The first track allowed participants to participate in organizing and executing national events and hone essential skills such as teamwork and communication. Meanwhile, the Entrepreneurship track educated participants on financial planning and marketing, culminating in a successful exhibition where they presented innovative business ideas. This dual approach equipped participants with vital skills and demonstrated their potential to contribute meaningfully to the economy and society.

CAREER VILLAGE 2024

The fifth edition of QCDC's 'Career Village' program, organized in partnership with the Ministry of Education and Higher Education (MoEHE) and KidZania Doha, successfully concluded its activations in May 2024. This flagship event attracted over 1,600 high school students from 91 public and private schools across Qatar, aiming to instill a robust career culture among youth. By offering immersive career exploration experiences, the event helped bridge the gap between student career ambitions, educational outcomes, and the evolving demands of Qatar's labor market.

More than 30 representatives from ministries and leading Qatar-based organizations across diverse sectors participated, including Medicine; Education; Finance; Government; Investment and Banking; Energy; Manufacturing and Retail; Telecommunications; Transportation; Logistics; Technology; Aviation and Aeronautics; Media and Public Relations; Hospitality and Tourism; Humanitarian and Social Work; and Security. With notable participation from major companies like Qatar Energy, Qatar Railways Company (Qatar Rail), General Directorate of Civil Defense, General

Directorate of Coasts and Borders Security, National Cybersecurity Agency, Qatar University, Qatar Airways, Hamad Medical Corporation, and the Equine Veterinary Medical Center, Al Shaqab.

'Career Village' featured engaging booths, informative sessions, and practical and experiential learning opportunities that allowed students to explore diverse career paths. The event included a panel discussion, "Engaging High School Students with the Labor Market: A Pathway to Success," attended by 100 guests, including school counselors and industry experts. This discussion emphasized the importance of soft skills, adaptability, and continuous learning in shaping successful career trajectories.





EMPLOYABILITY SKILLS PROGRAM

The ongoing 'Employability Skills Program' at QCDC has made a significant impact this year, empowering **590 students** from diverse backgrounds, including participants from the Doha British School, Hayat Universal School Qatar, Roda bint Jassim High School for Girls, Ruqaya Secondary School for Girls, Qatar University, and Doha Institute for Graduate Studies. This initiative focuses on equipping students with essential technical and personal skills to enhance their employability and improve their job search and application capabilities.

This year, the program featured interactive workshops that covered key areas such as self-awareness, strategic planning, networking, and the use of online platforms like LinkedIn. Students gained valuable experience crafting effective resumes, utilizing LinkedIn for job searches, developing persuasive elevator pitches, and preparing for interviews. By promoting these engaging learning experiences, QCDC helped participants define their career paths and bridge the gap between academic preparation and professional achievement.



LITTLE EMPLOYEE

At QCDC, we firmly believe in the importance of early career development interventions, supported by scientific research highlighting such initiatives. Coupled with the informed assistance of parents, these interventions can significantly shape children's future career paths. The 'Little Employee' initiative embodies this belief, providing children aged 7 to 15 with valuable exposure to real-world work environments.

In its fourth edition, the program ran from May 30 to December 30, 2024. It allowed children to spend a day assisting their parents or relatives at work. This hands-on experience ignited career curiosity and encouraged children to explore potential careers. Over 500 participants joined this year, showcasing the program's popularity and impact.

The 'Little Employee' initiative also received endorsements from over 30 leading organizations across various sectors, including the Ministry of Education and Higher Education, the Ministry of Environment

and Climate Change, the Ministry of Municipalities (Al Rayyan and Doha Municipalities), the Ministry of Commerce and Industry, the Ministry of Culture, Qatar Foundation, the General Tax Authority, the General Retirement and Social Insurance Authority, Qatar News Agency, Qatar Gas Transport Company Ltd. 'Nakilat,' Wifaq Family Counseling Center, and START Trading and Services. Activities included hands-on experiences and workshops that introduced children to different career paths, emphasizing the importance of work and basic career concepts.

Notably, this year marked the program's first international participation through a collaboration with the UN House Qatar, engaging 30 children in interactive learning about global career pathways. The event brought together staff from various Qatar-based UN agencies, including the ILO, UNESCO, UNDSS, UNICEF, OHCHR, UNHCR, UNODC, UNOCT, OCHA, CAAC, and WHO.





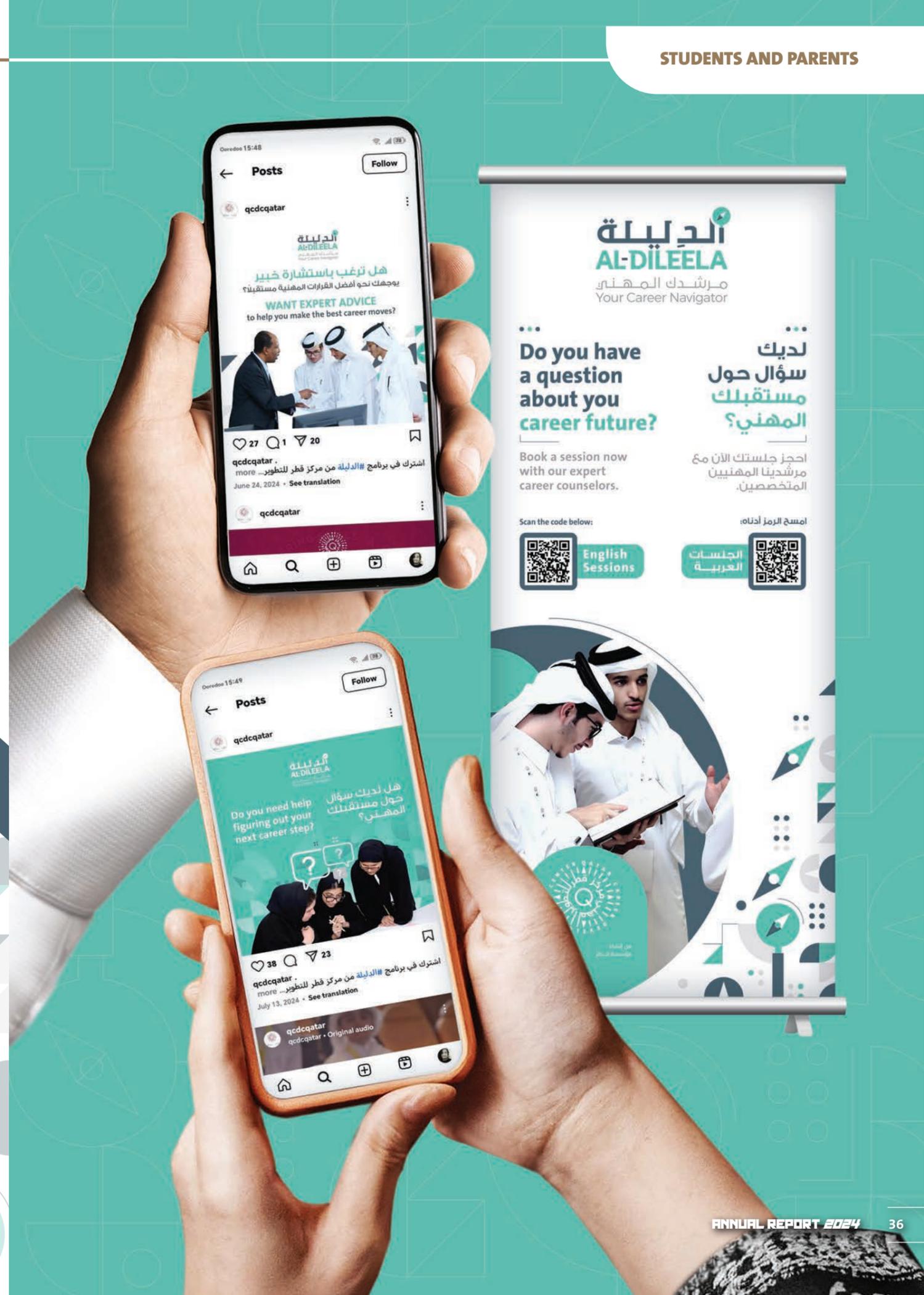
AL-DILEELA: YOUR CAREER NAVIGATOR

In 2024, QCDC successfully launched 'Al-Dileela: Your Career Navigator,' an innovative program designed to provide personalized career counseling sessions tailored to participants' unique needs.

'Al-Dileela' builds on the success of QCDC's Virtual Career Advising Sessions (VCAS) and is accessible to a diverse audience, including high school students, undergraduates, alumni, job seekers, and those transitioning careers. The program has already

benefited 18 students, leveraging modern technology to offer flexibility through sessions conducted in Arabic, English, and French by 20 experienced experts.

Structured into five specialized phases, 'Al-Dileela' provides comprehensive counseling and essential tools for making informed career decisions. Each phase creates a supportive environment tailored to the participant's specific needs, age, and career stage.





AL-DILEELA
مرشدك المهني
Your Career Navigator

Do you have a question about your career future?

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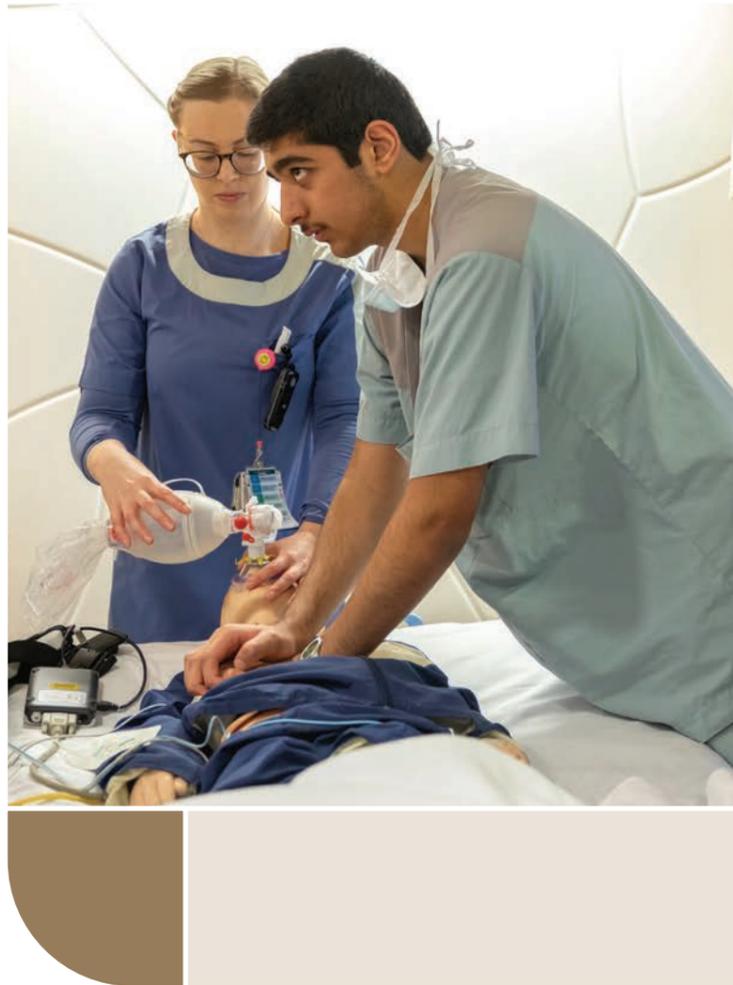


MY CAREER - MY FUTURE

Hands-on experience is crucial in helping students make informed career decisions. That is why QCDC's 'My Career - My Future' job shadowing program became a yearly staple in the center's services roster. In its fifth iteration, the program provided high school students with the opportunity to shadow professionals in real work environments for a full week. Allowing them to gain practical insights into various careers, developing their essential personal and practical skills, and fostering a deeper understanding of the local job market and its prerequisites.

This year's 'My Career - My Future' attracted 88 high school students, who engaged with 13 partner organizations across various sectors, including Hamad Medical Corporation (HMC), Qatar Airways, Amlak Holding Corporation, Public Works Authority 'Ashghal', Qatar General Electricity and Water Corporation 'Kahramaa', Katara Cultural Village, Qatar University, Vodafone Qatar, Qatar Tourism, Commercial Bank, Nama Social Development Center, and Qatar General Insurance and Reinsurance Company.

The program's closing ceremony featured a university fair, which allowed participants to explore academic programs and admission criteria at local universities.



CAREER DEVELOPMENT WORKSHOP SERIES

The yearlong 'Career Development Workshop Series' has been pivotal in preparing students and professionals for career success. Covering a diverse range of topics, these workshops focused on essential soft and technical skills, enhancing employability through effective job application techniques and interview preparation.

Additionally, workshops conducted in partnership with institutions such as the Academic Bridge Program, Lusail University, and Hamad Medical Corporation, enriched the learning experience of their students and staff.

Overall, the series has benefited hundreds of students, equipping them with the knowledge and skills necessary to thrive in a competitive job market, while emphasizing practical applications and real-world scenarios.



CAREER PRACTITIONERS

BUILDING EXPERTISE, EMPOWERING CAREERS

QCDC's commitment to the professionalization of career practitioners sits at the heart of our strategic vision. Recognizing their essential role in shaping Qatar's workforce, we provide practitioners with state-of-the-art tools, resources, and training. This equips them to guide and empower the next generation of professionals effectively. Through strategic partnerships, continuous

upskilling programs, and innovative initiatives, we cultivate a network of highly skilled practitioners capable of driving Qatar's economic growth and societal development. Together, we champion career development as an integral component of Qatar's national agenda, ensuring a future-ready workforce equipped for the challenges of tomorrow.



CAREER COUNSELORS HUB

Career counselors play a pivotal role in guiding students and professionals toward informed academic and career decisions. Upskilling these professionals is crucial to ensure they are equipped with the latest knowledge and techniques in career guidance. Recognizing this, QCDC partnered with the Ministry of Education and Higher Education, the U.S. Embassy Doha, and Qatar Foundation's Student Life Department to organize the 2024 edition of the 'Career Counselors Hub.' This two-day event, held in September, brought together over 300 career practitioners from across Qatar, offering a dynamic platform for learning, networking, and knowledge exchange.

The 'Career Counselors Hub' featured a comprehensive program of more than 24 workshops, training sessions, and networking opportunities aimed at enhancing the professional capacities of career counselors, academic advisors, and practitioners. Participants engaged in sessions covering effective career planning, recent trends in career guidance, and strategies for managing university admissions processes. The event also included a networking exhibition with over 40 local universities, government institutions, and educational institutes, fostering collaboration and future partnerships.

The hub also hosted a panel discussion on 'The Importance of Building Strong Relationships Between School Counselors and University Admissions,' which underscored the value of collaboration in achieving student success. The event concluded with the 2024 Doha Counselors Day, offering attendees a detailed look into academic programs and admissions processes at Education City partner universities.

Since its inception, the Career Counselors Hub has been a cornerstone of QCDC's efforts to advance career counseling and development, ensuring that Qatar's future workforce is well-prepared for future success.



JOB INTERVIEW SKILLS

In May 2024, QCDC collaborated with the Ministry of Education and Higher Education, and 'Irtiqaiyun for Development and Education' organization to host a two-day 'Job Interview Skills' training program. The initiative aimed at empowering Sudanese educators residing in Qatar by enhancing their employability and professional capabilities. It offered a series of training workshops and sessions focused on enhancing participants' employability by developing essential skills such as communication and presentation. Participants also gained valuable insights into the labor market demands of training and education sectors in Qatar, allowing them to contribute more effectively.

The program concluded with a graduation ceremony in September, celebrating the achievements of over 250 Sudanese educators who completed the comprehensive career development program. This initiative reaffirmed QCDC's commitment to providing tailored educational and training opportunities to diverse community groups, enhancing their personal skills and employability, and supporting their integration into Qatar's education sector.

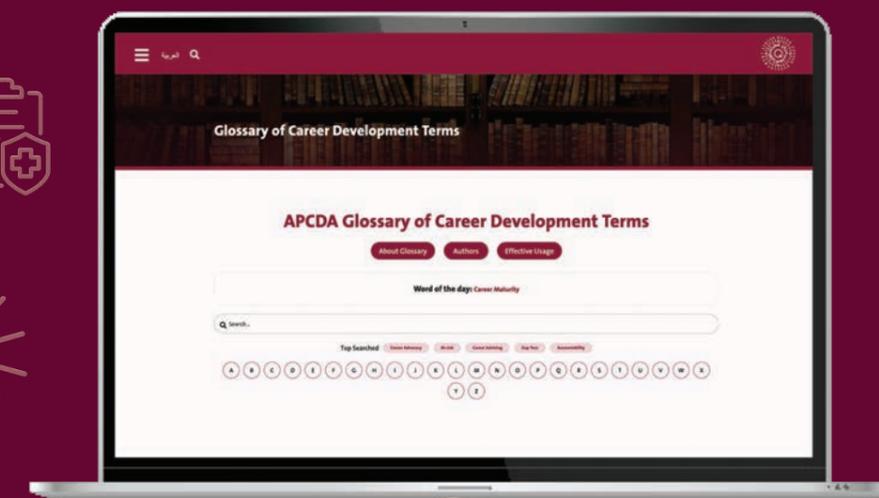


CAREER DEVELOPMENT TERMS SEARCH ENGINE

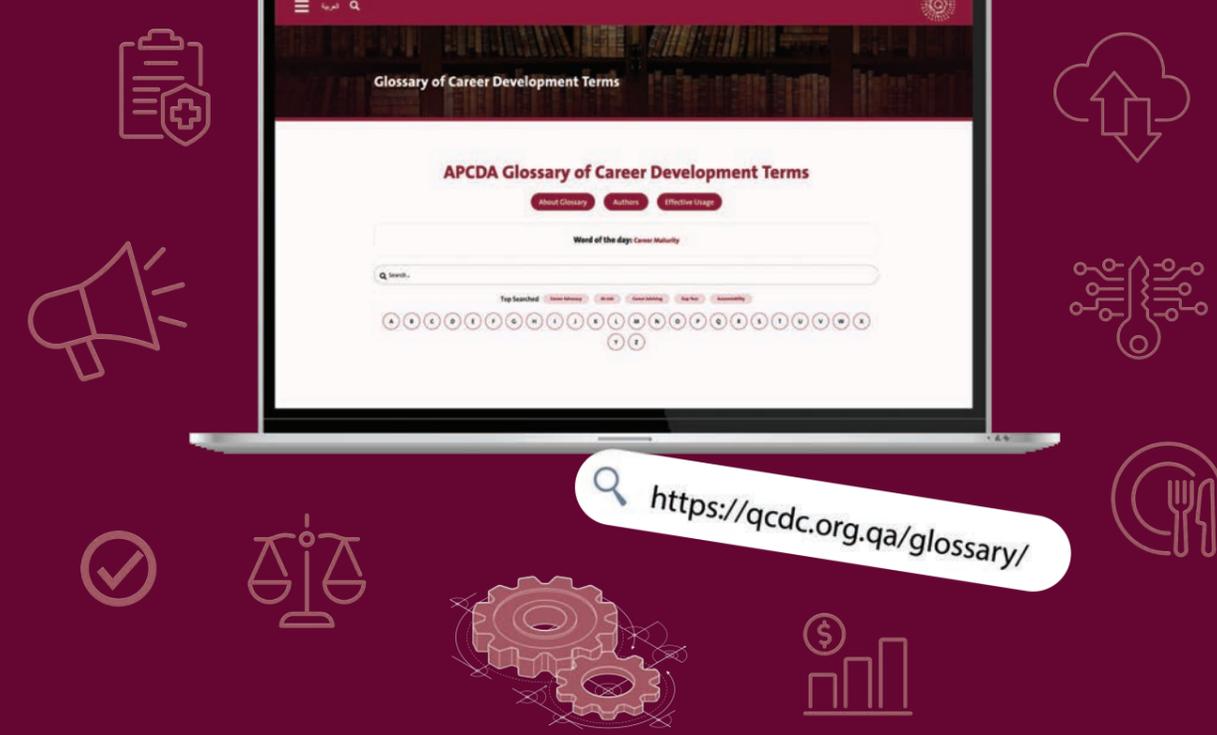
In December 2024, QCDC launched a pioneering search engine for Arabic career development terms, marking a significant milestone in the field. Developed in collaboration with the Translation and Training Center at Hamad Bin Khalifa University's College of Humanities and Social Sciences and the Asia Pacific Career Development Association (APCDA), this platform offers a comprehensive glossary of career development terms translated into Arabic. This dynamic and continuously evolving database pairs standardized Arabic terms with their English equivalents, ensuring that users have access to the latest definitions and concepts in career guidance and development. Featuring a powerful search engine and an alphabetically arranged index, the platform is designed for seamless navigation, enabling Arabic-speaking career practitioners to deliver high-quality guidance services.

With its interactive user interface and regular content updates aligned with the latest APCDA glossary editions make it an invaluable resource for researchers, practitioners, career and academic counselors, and industry professionals. By localizing advanced career development concepts, the platform elevates the quality of career guidance services throughout the region.

This pioneering effort underscores the importance of preserving the Arabic language and expanding its presence in academic and professional domains. It equips Arab career practitioners with the tools and knowledge needed to navigate the evolving career guidance landscape and effectively meet future challenges.



<https://qcdc.org.qa/glossary/>



CAREER AWARENESS AND KNOWLEDGE CREATION



Instilling a career-driven culture and mindset is at the core of QCDC's mission to cultivate awareness and promote informed decision-making. We emphasize knowledge generation and dissemination through our publications and handouts, which serve as essential resources for students, parents, practitioners, educators, and policymakers. Our flagship publication, the 'Career Guide' magazine, along with informative flyers, reports, and research papers, are readily accessible through our online platforms. This widespread accessibility ensures our resources reach a diverse audience, locally, regionally, and internationally including individuals of all abilities. Through these efforts, we aim to provide valuable insights, tools, and resources that empower individual to achieve personal and professional success.

CAREER GUIDE MAGAZINE

Career Guide Magazine is QCDC's flagship publication, dedicated to shaping career awareness and fostering a career development culture in Qatar. With an annual readership exceeding 80,000, it uniquely caters to a diverse audience, including students, graduates, professionals, and decision-makers. As Qatar's first and only career publication specifically tailored to such a broad demographic, the magazine addresses key topics and issues in career guidance and development. It provides Qatar's youth with a wealth of information and guidance to help them plan their academic and career paths and make informed decisions. The magazine is available both in print and digital formats, ensuring easy access through a user-friendly mobile app and the QCDC's website, which attracts over 300,000 visitors annually.

The 2024 edition of the "Career Guide" Magazine, marking its 15th issue, is a tribute to women's career success. This special edition highlights the achievements and challenges faced by women in various professional fields, offering valuable and inspiring advice to ambitious students. It features interviews with leading women in Medicine, Art, Entrepreneurship, Engineering, Aviation, Media, Sports, Foreign Policy, and more. By sharing these stories, the magazine aims to inspire and empower the next generation of female leaders in Qatar and beyond.



NATIONAL CAREER DEVELOPMENT ECOSYSTEM CONCEPT PAPER

The 'National Career Development Ecosystem Concept Paper' is a strategic document designed for decision-makers, practitioners, and stakeholders involved in career development and workforce planning in Qatar. It outlines a framework for creating a cohesive national career development ecosystem that aligns with the Qatar National Vision 2030. This ecosystem integrates career information, advice, guidance, and education to meet the evolving demands of the labor market. The paper emphasizes the importance of inter-agency collaboration, leveraging real-time labor market intelligence, and harnessing emerging technologies to enhance career readiness and employability for all citizens.

The concept paper advocated for a multi-stakeholder approach involving government entities, educational institutions, and industry partners to build a robust career development system. It addresses the readiness of both current and future generations, the importance of lifelong learning, and the role of career development in achieving economic, social, and environmental goals. By promoting a culture of continuous improvement and professional development, the ecosystem aims to equip individuals with the skills and knowledge necessary to navigate their career paths successfully and contribute to Qatar's prosperity.



EXPERT INSIGHTS SERIES

QCDC's Expert Insights Series is a curated collection of op-eds and articles authored by our specialists, featured in local press and across QCDC's various platforms. This series provides in-depth perspectives on a wide array of topics relevant to career development, including mental health in the workplace, inclusivity, lifelong learning, entrepreneurship, transferable skills, and the significance of career awareness.

These insightful pieces offer valuable commentary on critical issues shaping career paths and professional growth in Qatar. The series also explores the initiatives in Qatar aimed at enhancing and empowering the labor market in both the private and public sectors through nationalization efforts and scholarship programs, providing expert analysis and guidance.

The Expert Insights Series serves as a vital resource for individuals seeking to deepen their understanding of key factors influencing their career trajectories and professional development.

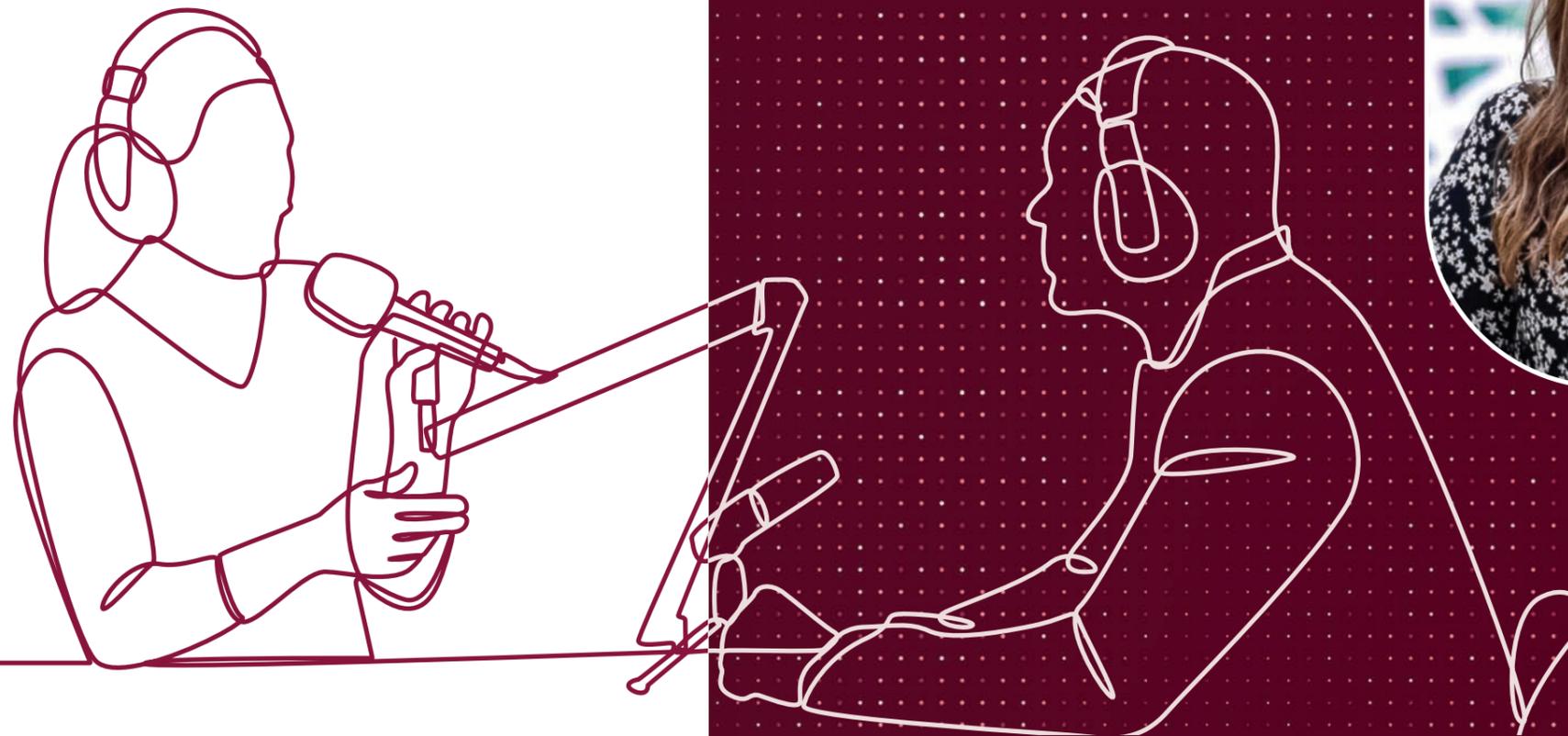


CAREER CHAT

Career Chat is an engaging series of web interviews published on QCDC's website and social media platforms. This program features conversations with industry leaders, experts, and inspirational figures to guide students and professionals by sharing valuable insights and expertise. Covering a wide range of career development topics, the series provides practical advice and best practices to help individuals navigate their career paths effectively.

Recent episodes of Career Chat have featured notable figures such as Nancy Wang, tech expert and founder of Advancing Women in Tech (AWIT); Buthaina Abdul Jalil, seasoned journalist and media presenter; Dr. Mohammed Al-Anzi, renowned counseling psychologist and mental health expert; and Abby Finkenauer, U.S. Department of State Special Envoy for Global Youth Issue.

The program serves as a valuable resource for those seeking to deepen their understanding of critical career issues and gain valuable insights from seasoned professionals with extensive experience and notable success in their respective fields.





FUTURE EDUCATION SUMMIT, QATAR

In February 2024, QCDC participated in the inaugural Future Education Summit Qatar, held in collaboration with the Ministry of Education and Higher Education. The summit attracted over 400 attendees, including leaders from Qatar's leading educational institutions. It served as a valuable platform for educators, policymakers, and innovators to strategize on the future of education in alignment with Qatar National Vision 2030 (QNV 2030).

QCDC representative delivered a keynote speech titled "Preparing Qatar's Future Generation and Human Capital for Future Careers in line with QNV 2030" highlighting the critical role QCDC plays in achieving the QNV 2030 and reiterating the organization's commitment to equipping Qatar's future generations with the necessary skills, knowledge, and mindset to thrive in an ever-evolving world.

CONFERENCES AND INTERNATIONAL PARTICIPATIONS

QCDC actively engages with international conferences and events, recognizing their immense value as platforms for knowledge exchange and collaboration. These interactions connect us with global partners who share our vision for the future of career guidance and development. This enables us to expand our capabilities, foster partnerships, and showcase leadership in the field.

Collaboration with international partners fosters continuous learning and improvement, allowing us to refine our approaches and stay at the forefront of the field. By building connections with like-minded organizations and individuals, we strengthen the global career development community, ultimately contributing to the advancement of the profession worldwide. Sharing our expertise and innovative approaches highlights Qatar's commitment to human capital development on the international stage.

Furthermore, these engagements provide valuable learning opportunities, keeping us informed about the latest trends and best practices. The knowledge acquired enables us to better serve our community and contribute to Qatar's sustainable development of human capital.



NATIONAL CAREER DEVELOPMENT ASSOCIATION CONFERENCE, USA

In July 2024, QCDC participated in the annual National Career Development Association (NCDA) conference held in San Diego, California. QCDC's delegation engaged with career development professionals from around the world.

The conference provided a platform for QCDC to showcase its programs and services, emphasizing the importance of international collaboration in adopting global best practices. These efforts aim to enhance local career guidance initiatives while empowering youth and advancing sustainable human capital development goals.



ARAB CAREER DEVELOPMENT CONFERENCE, EGYPT

In August 2024, QCDC participated in the 2nd Arab Career Development Conference (ACDC) in Alexandria, Egypt. Organized by the Arab Career Development Association (ACDA) in collaboration with various international and regional organizations, the event featured presentations by QCDC's delegation that shared insights into the Center's efforts to establish a national career development ecosystem, presenting a unique blueprint for the Arab region.

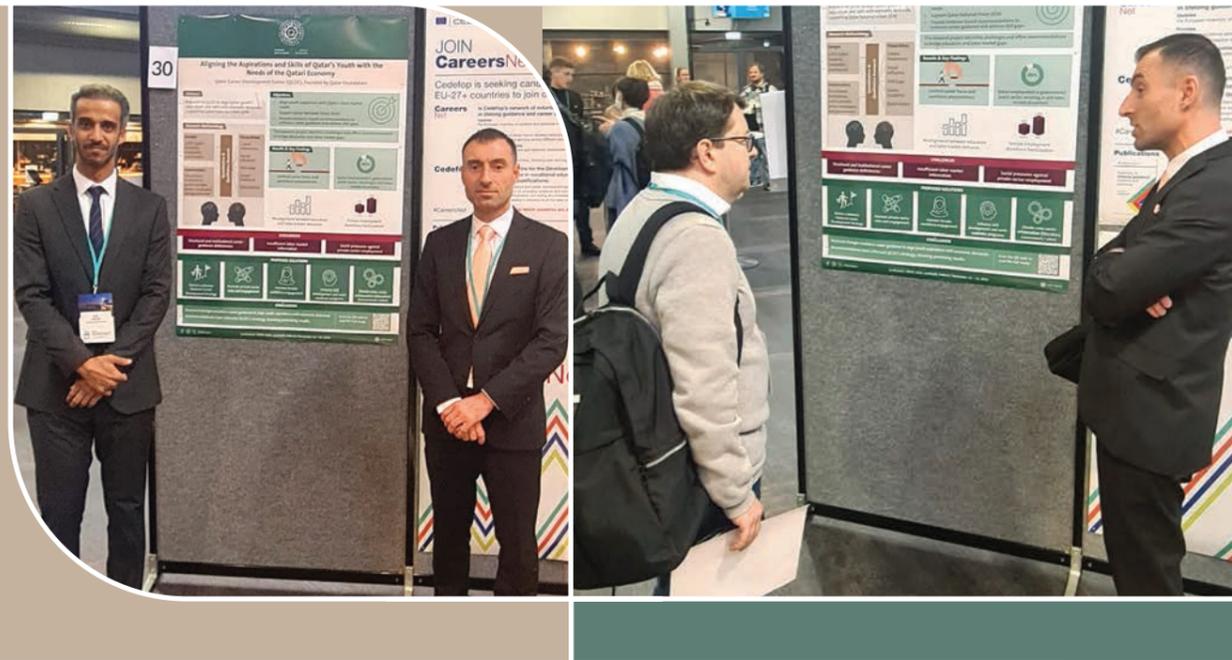


INTERNATIONAL ASSOCIATION FOR EDUCATIONAL AND VOCATIONAL GUIDANCE CONFERENCE, FINLAND

In November 2024, QCDC attended the International Association for Educational and Vocational Guidance (IAEVG) conference in Jyväskylä, Finland. QCDC participated in discussions on innovative strategies and best practices in career guidance.

The conference, themed "Riding the Wave of Change," facilitated knowledge exchange and collaboration

with international experts, particularly with QCDC's longstanding strategic partners in the EduCluster Finland group. This partnership aims to advance Qatar's national career development ecosystem, aligning with QCDC's strategic vision and local insights to achieve Qatar's National Vision 2030 and its sustainable development goals.



DOHA CONFERENCE FOR TRAINING AND DEVELOPMENT, QATAR

In November 2024, QCDC participated in the Second Doha Conference for Training and Development, held in Doha. The conference brought together training and development experts, career practitioners, and human capital professionals to discuss advancements and strategies in the field.

QCDC delivered a presentation titled "Establishing the National Career Development Ecosystem: Requirements and Impact." In the presentation, QCDC outlined its comprehensive efforts to build a robust national career development system, emphasizing the critical requirements and the significant impact of these initiatives on Qatar's workforce.



COMMUNITY ENGAGEMENT AND OUTREACH



Community engagement at QCDC goes beyond promoting QCDC's programs and services; it focuses on building meaningful relationships and fostering trust with the community. By actively engaging with stakeholders —students, parents, educators, and policymakers—we gain insights into their needs and aspirations through open dialogue. This collaborative approach is crucial for creating a dynamic and inclusive career development landscape in Qatar.

Our participation in national events, such as National Sport Day activations, and our involvement in career fairs, forums, and programs, highlight the importance of career guidance and development. These efforts establish QCDC as a trusted resource and partner in the community. By raising awareness and facilitating engagement, we can design more effective services tailored to the specific needs of various societal segments, supporting their personal and professional growth.

Community outreach also broadens our audience and expands our network of partners and collaborators who share a unified vision: advancing career development to build the skilled and motivated workforce essential for Qatar's continued growth and prosperity.

In 2024, QCDC actively participated in numerous community and outreach events, enhancing our engagement with students, professionals, and the broader community. We attended the UDST Career Fair organized by the University of Doha for Science and Technology, which brought together numerous local and international companies offering job and internship opportunities. During the Doha Institute Career Fair, hosted by the Doha Institute for Graduate Studies, we connected with various organizations to offer students and graduates job vacancies and training opportunities. The New You Fair, organized by Qatar Foundation, inspired individuals to pursue new career paths and personal development through workshops and seminars.

Additionally, we engaged with the community through the Education City Career Fair, held by Qatar Foundation, which provided a platform for students and graduates to explore job opportunities and career development

programs. At the Qatar Academy University Fair, we connected high school students with representatives from universities worldwide, offering information on programs and scholarships. Finally, the Lusail University Career Fair featured employers from diverse sectors, enhancing students' professional skills through workshops and direct engagement with employers. QCDC also contributed to the Qatar University Winter Camp, which introduced high school students to university disciplines and career pathways, focusing on interactive workshops and field trips. Finally, QCDC delivered a series of workshops at Hamad Medical Corporation, offering future medical professionals career guidance on soft skills, networking, and planning for a career in medicine.

These events have significantly contributed to QCDC's mission to promote career development and providing valuable opportunities for students and professionals in Qatar.





PARTNERSHIPS



Cultivating strong partnerships is central to QCDC's mission. Collaboration with diverse stakeholders allows us to leverage expertise, expand our reach, and create a more robust ecosystem for career guidance and development in Qatar. These partnerships reflect QCDC's dedication to collaboration and innovation. Ultimately, they empower individuals to make informed career choices and contribute to Qatar's future success.

U.S. EMBASSY DOHA

QCDC maintains a strong partnership with the U.S. Embassy Doha and Education USA, collaborating on various educational activities. One significant initiative organized by both parties is the annual Career Counselors Hub, a training and networking event for career counselors and practitioners across Qatar.



MINISTRY OF EDUCATION AND HIGHER EDUCATION

QCDC maintains a strategic partnership with the Ministry of Education and Higher Education (MOEHE) to strengthen academic and career guidance and development for students in Qatar's education sector. This collaboration includes organizing key initiatives such as Career Village, My Career – My Future, Career Counselors Hub, and various workshops, all aimed at enhancing career readiness, providing valuable resources, and supporting students' academic and career growth.

Additionally, QCDC is deepening its cooperation with the ministry to develop and implement the National Career Development Ecosystem. This ecosystem aims to create a cohesive framework integrating career information, advice, guidance, and education to align with labor market demands.

This collaboration demonstrates the shared commitment of QCDC and MoEHE to equip students with the tools and knowledge they need to thrive academically and professionally. By working together, they aim to create a dynamic and supportive environment that fosters career development and prepares students for successful futures.



MINISTRY OF LABOUR

QCDC has a longstanding partnership with the Ministry of Labour (MoL) to enhance career development and employment opportunities for Qatari nationals. This collaboration has recently been strengthened with the signing of a Memorandum of Understanding (MoU) to formalize cooperation in the fields of training, employment, and vocational rehabilitation for people with disabilities.

The MoU outlines the joint efforts of QCDC and MoL to provide tailored career development programs, such as the "EmpowerAbility" program, aimed at integrating people with disabilities into the workforce. This partnership reflects the shared commitment of both entities to promoting inclusivity in the workplace and ensuring that individuals with disabilities have access to suitable job opportunities, thereby enhancing their independence and integration into society.

Both parties also collaborated through 2024 to deliver a series of career development workshops as part of multiple programs such as the "Career Camp," aimed

at enhancing the qualifications of national cadres, improving their job readiness, and ensuring their ability to adapt to the dynamic nature of the labor market.





MINISTRY OF SPORTS AND YOUTH

QCDC maintains a strategic partnership with the Ministry of Sports and Youth (MSY) to enhance career guidance and development for the youth in Qatar. This collaboration includes organizing the "Get Ready" program and hosting QCDC's "Little Employee" initiative for the children of the ministry's staff. Both initiatives reflect the shared vision and mission of QCDC and MSY to empower young people with the skills and knowledge necessary for their academic and professional success. The "Get Ready" program offers comprehensive academic and career guidance to high school students, introducing them to universities, scholarship opportunities, and professional networking. The "Little Employee" initiative

provides children with early exposure to professional environments, fostering a sense of responsibility and career awareness from a young age.

This partnership underscores the commitment of both QCDC and MSY to fostering a culture of career development and supporting the youth in becoming active, responsible contributors to their communities. By working together, QCDC and MSY aim to create a nurturing environment that aligns with their strategic goals of enhancing the capabilities of Qatari youth and preparing them for future success.

EDUCATION ABOVE ALL

QCDC has forged a new partnership with the Education Above All (EAA) Foundation to enhance career guidance and development for students at the Assalam Schools, part of EAA's 'Together' Project. This collaboration, formalized through a Memorandum of Understanding (MoU), aims to support over 340 students and 77 teachers by providing comprehensive training, planning support for career-focused events, and increasing employability and internship opportunities.



RENAD ACADEMY

QCDC and Renad Academy have signed a Memorandum of Understanding (MoU) to expand the successful pilot phase of the "WeGrow" program into a full-scale collaborative initiative. This strategic partnership aims to provide career development for students with learning difficulties, particularly those with autism, from Renad Academy. The "WeGrow" program is designed to enhance employability and career prospects by offering tailored support, skill development training, and hands-on opportunities.

This partnership signifies a major milestone in QCDC's efforts to empower people with learning difficulties to transition successfully from education to the labor market, in line with Law No. 2 of 2004 regarding People with Special Needs. It also highlights the shared commitment of QCDC and Renad Academy to fostering an inclusive culture and practices in the Qatari workforce.

EDUCLUSTER FINLAND

Recognizing the increasing importance of career development in a rapidly evolving global landscape, QCDC actively fosters partnerships to bolster Qatar's national ecosystem in this crucial area. A prime example is the collaboration with EduCluster Finland, part of the University of Jyväskylä Group, a leading international provider of education and career development expertise.

This partnership aims to establish a comprehensive National Career Development Ecosystem in Qatar, empowering individuals to navigate the complexities of professional journeys and contribute meaningfully to the nation's progress. Through this collaboration, QCDC benefits from a framework built on international best practices, ensuring adaptability and resilience for the future.



QCDC is working closely with EduCluster to launch a Career Development Concept Paper, which will set a clear structure for establishing a National Career Development Ecosystem in Qatar and operationalizing it through close cooperation and collaboration among various stakeholders in the country. This will be followed by four additional foundation documents, laying the groundwork for a robust national ecosystem and equipping individuals with the tools and guidance needed to excel in the evolving job market.

KUDER INC.

QCDC enjoys a long-standing partnership with Kuder Inc., a global leader in career planning services. This collaboration has been instrumental in empowering individuals in Qatar through the Career Advising System (CAS), a comprehensive career planning platform utilized psychometric and personality assessments alongside various modules that delve into multiple aspects of successful career planning.

Throughout this partnership, QCDC and Kuder Inc. have collaborated continuously to enhance CAS's functionalities and features. This ongoing



commitment culminated in a significant upgrade in 2024, with the development of a new and improved "Atlas" system boasting expanded features and modules. This upgraded system is scheduled for launch in early 2025.

This enduring partnership with Kuder Inc. exemplifies QCDC's commitment to providing individuals in Qatar with the tools and resources necessary to make informed career choices and contribute to their personal and professional aspirations.



QATAR UNIVERSITY

QCDC recognizes the vital role that higher education institutions play in shaping tomorrow's workforce. Therefore, we collaborate extensively with Qatar University (QU) to provide comprehensive career guidance for university students, ensuring they enter the labor market with confidence, direction, and a competitive edge. QCDC delivered mentoring sessions, self-assessment exams, and awareness seminars through career fairs organized by QU to enhance students' employability and career management skills. This collaborative effort with QU not only benefits individual students but also supports Qatar's vision of building a knowledge-based economy fueled by skilled, passionate, and driven individuals.

QATAR TELEVISION

QCDC boasts a robust and long-standing partnership with Qatar's national broadcaster, Qatar TV. This partnership holds significant importance for QCDC, as it grants access to a powerful platform to amplify its reach and impact. Qatar TV's extensive local and regional viewership positions it as an ideal channel for QCDC to raise awareness about its career programs, initiatives, and services, ensuring that more individuals in Qatar have access to the support they need to navigate their professional journeys successfully.

A prime example of the partnership's potential is the collaboration on the "Little Employee" initiative. Qatar TV's comprehensive coverage of the initiative ensured



its message reached a wider audience of children and families, potentially sparking early career aspirations and fostering a culture of career exploration from a young age. This collaboration demonstrates the effectiveness of QCDC and Qatar TV working together to empower individuals across all demographics, paving the way for a future with a more informed and skilled workforce.



QURAN RADIO

QCDC has long sought to establish strategic partnerships with various media outlets to increase career awareness and culture. One such cooperation in 2024 was with Quran Radio, featuring weekly interviews in a career development segment on their show, "Every Thursday." This collaboration targeted the youth, addressing diverse career development topics that are relevant to their daily lives.



KIDZANIA DOHA

QCDC and KidZania Doha collaborated in 2024 to host the 5th edition of Career Village, leveraging KidZania's unique edutainment environment to create an engaging and educational experience for young participants. This partnership utilized KidZania's interactive and immersive setting to introduce children to various career paths, helping them understand the world of work in a dynamic and enjoyable way. By blending education with entertainment, the event aimed to foster early career awareness and inspire children to dream big and explore their potential. The collaboration between QCDC and KidZania Doha underscores a shared commitment offering meaningful and age-appropriate opportunities for career exploration, setting the stage for young minds' future career success.

QATAR NATIONAL LIBRARY

QCDC's collaboration with Qatar National Library (QNL) strengthens our mission by making all QCDC publications readily accessible through the library's online platforms. These publications include our flagship "Career Guide" magazine, research papers, reports, and educational handouts.

By providing easy access to these resources, QNL facilitates the dissemination of valuable career guidance information to a broader audience. This partnership enhances the availability of reliable information and resources, fostering career awareness and development among youth and the wider community.



RETAJ GROUP

QCDC has signed a Memorandum of Understanding (MoU) with Retaj Group to establish a framework for collaboration in training and empowering students, youth, and professionals across Qatar. Under the MoU, QCDC and Retaj Group will offer job shadowing opportunities for students and youth enrolled in QCDC's "Little Employee" and "My Career - My Future" programs. This will allow participants to explore career paths in real estate, tourism, and hospitality, and acquire the necessary knowledge and skills. Additionally, QCDC will provide access to the "Al-Dileela" career advising program.

This collaboration underscores the joint commitment of QCDC and Retaj Group to providing top-tier training and educational opportunities for Qatar's youth, emphasizing the private sector's critical role in fostering a career-oriented culture in the country. It also represents a significant milestone in strengthening ties between QCDC and leading public and private sector institutions, highlighting such collaborations' critical role in driving sustainable economic and human development.





TESTIMONIALS

“The ‘Get Ready’ program, organized in collaboration with QCDC, aims to empower Qatari youth and enhance their capabilities in line with the strategic goals of the Ministry of Sports and Youth, fostering active and responsible youth with a strong national sense.”

FAWAZ AL-MUSAIFIRI
Director of Youth Affairs,
Ministry of Sports and Youth

“Our collaboration with QCDC, Qatar Chamber, and other partner organizations to organize the ‘EmpowerAbility’ program represents a significant step towards providing inclusive opportunities for all, without exception, and integrating individuals with learning difficulties into society.”

DR. IBRAHIM KHALID AL-SULAITI
President,
Young Entrepreneurs Club

“QCDC’s continued presence at the Arab Career Development Conference for the second consecutive year is a testament to its commitment to supporting the field at the regional level. This is extremely important to us, and we thank QCDC on behalf of all attendees for its ongoing support of career development.”

AHMED KAMAL MOSTAFA
President,
Arab Career Development Association (ACDA)

“We appreciate the collaboration with QCDC and the participating entities in organizing the Career Counselors Hub, which has had a significant impact in providing continuous support to academic counselors over its previous editions. We look forward to continuing this fruitful cooperation in the future to achieve national educational goals.”

MAHA AL-ROWAILI
Assistant Undersecretary,
Educational Affairs, Ministry of Education
and Higher Education

“Career counselors play a pivotal role in shaping young minds, and QCDC helps students explore endless possibilities.”

DR. ABDULNASSIR AL-TAMIMI
Executive Director,
Student Affairs,
Qatar Foundation’s Higher Education

“We are proud of our partnership with QCDC to implement the ‘Little Employee’ initiative, and we look forward to further collaboration in the future to enhance employment opportunities and provide career guidance to children across Qatar.”

MAX TUÑÓN
Head of ILO Project Office in Qatar,
International Labour Organization (ILO)

“The online platform developed by QCDC to present the new edition of the Career Development Glossary represents a significant milestone for Arabic and English speakers alike. We consider QCDC’s efforts a new step in enhancing communication within the field of career guidance and development, building cultural bridges that connect practitioners from different cultures.”

ARUN MITAL
Executive Director,
Asia Pacific Career Development Association
(APCDA)

“Our strategic partnership with QCDC is of great importance to us, as it supports the community at large and the education sector in particular. We look forward to continuing this collaboration and building on it in the future to yield more benefits for the community and the education sector.”

DR. OSAMA SALEM SAHL
CEO,
Irtiqaiyun for Development and Education

“The new edition of the career guide, celebrating women’s career success, is a very nice and inspiring piece of work. Well done!”

DR. SLIM SLAMA
CEO,
World Innovation Summit for Health (WISH)

“QCDC’s ‘EmpowerAbility’ program helped me communicate better, work with others, and believe in myself. The journey was challenging but turned obstacles into growth opportunities. Now, I’m proud to serve in the Qatar Amiri Border Force, thanks to the skills I gained through the program.”

ABDULLAH AL-HAJRI
EmpowerAbility Participant

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